SALES PER OUTLET BY MAKE

Sales per U. S. new-car franchise

	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970
Chevrolet	364	394	381	350	302	332	408	352	355	268
Oldsmobile	286	302	294	272	192	158	241	208	200	139
Ford	269	326	335	308	276	318	380	345	337	323
Pontiac	241	277	249	233	155	151	244	204	204	163
Buick	234	256	245	244	171	141	224	198	206	160
Cadillac	193	215	207	190	166	138	178	150	154	101
Mercury	172	195	172	143	119	117	145	133	119	116
Dodge	133	158	162	166	117	149	186	166	167	158
Plymouth	110	133	143	174	127	176	216	187	185	186
AMC	97	105	112	140	177	176	205	141	114	109
Lincoln	80	115	112	76	62	56	76	60	45	41
Chrysler	76	89	96	86	70	36	51	52	48	44

1973-1979 figures are based on retail sales. Figures for prior years are based on R. L. Polk registrations.

Sales per dealer for U.S. makes decline sharply

Continued from Page 1

fifth with 51. AMC Eagle made an impressive show of eight sales per outlet in its first four months on the market.

Oldsmobile Cutlass Supreme topped the intermediates by a wide margin. Its 121 sales per outlet were down slightly from 123 in 1978 and far ahead of second place Buick Regal at 81. Chevrolet Malibu traded places with Pontiac Grand Prix; Malibu was third at 58, Grand Prix fourth at 55.

In spite of a precipitous drop, to 76 sales per dealer from 104 in 1978, standard Chevrolet stayed in first place among full-size U. S. nameplates. Oldsmobile 88 with 68 retained second place and Pontiac at 53 kept third. Standard Ford, 45, took fourth place from Buick LeSabre, 43.

Full-size Cadiliac, 126, again led the luxury-class nameplates. Cadillac Eldorado, 38, jumped from fifth to second place and Lincoln, 37, dropped to third.

Sales per nameplate

PER U. S. OUTLET

U. S. new-car sales by market class:

Subcompact

1979 pos.	Nameplate	1978 pos.
1—64	Chevette	42— 1
2—50	Horizon	39— 2
3—45	Omni	32— 3
4—34	Pinto	30— 4
5—33	Spirit	15— 8
6—28	Sunbird	29— 5
7—24	Monza	27— 6
8—15	Bobcat	10— 9
9— 6	Skyhawk	7—10
10— 5	Starfire	6—11

Compact

1—62	Fairmont	73— 1
2—56	Volare	69— 3
3—55	Mustang	12—14
4—52	Nova/Citation	42— 7
5—51	Concord	71— 2
6—46	Firebird	58— 4
7—43	Aspen	56— 5
8—37	Skylark	32—10
9—35	Camaro	44— 6
10—34	Zephyr	40— 8
11—30	Capri	6—16
12—25	Granada	39— 9
12—25	Phoenix	18—12
14—19	Monarch	27—11
15—15	Omega	12—14
16— 8	Eagle	*
17— 5	Pacer	13—13

*—New nameplate in 1979.

Compact Vans**

1— 9	Sportsman	15— 1
2— 5	Club Wagon	8— 2
3— 4	Sportvan	7— 3
4— 3	Voyager	4— 4

**—Sales include period Jan. 1, 1979-Sept. 30, 1979.

Intermediate

1—121	Cutlass Supreme	123— 1
2— 81	Regal	82— 2
3— 58	Malibu	62— 4
4— 55	Grand Prix	70— 3
4— 55	Monte Carlo	60— 5
6— 41	XR-7	54— 7
7— 39	Thunderbird	55— 6
8— 36	LeMans	38— 8
9— 34	Cutlass	34—10
10— 30	LeBaron	38— 8
11— 21	Century	24—13
12— 19	Cordoba	32—11
13— 16	Diplomat	21—14
14— 9	Magnum	18—16
15— 5	LTD II	25—12
16— 1	Cougar	12—18

Standard

1—76	Chevrolet	104— 1
2—68	Oldsmobile 88	82— 2
3—53	Pontiac	64— 3
4—45	Ford	60— 5
5—43	LeSabre	63— 4
6—32	Mercury	46— 6
7—29	Electra	40— 7
8—27	Chrysler	20— 9
8—27	Oldsmobile 98	37— 8
10—10	Dodge	2—10

Luxury

1—126	Cadillac	153— 1
2— 38	Eldorado	29— 5
3— 37	Lincoln	60— 2
4— 35	Mark V/VI	47— 3
5— 27	Seville	34— 4
6— 16	Riviera	8— 7
7— 14	Toronado	8— 7
8— 8	Versailles	10— 6
9— 6	Corvette	7— 9

218,840 new cars retailed

Mid-month sales show mild strength

By Jenny L. King
Staff Writer

Although the elaborate rebate programs of the Big Three auto makers were just getting underway during the mid-February sales period, it appears that their not-so-gentle prodding had a positive effect on domestic new-car sales.

General Motors was offering buyers of some 1979-model full-size V-8 powered cars a sizeable rebate. Ford Motor Co. was involved in the largest, most expensive rebate program in its history, including $500 cash rebates on Thunderbirds and Cougar XR-7s and $300 rebates on Fairmonts and Zephyrs. Chrysler has a money-back guarantee on its new cars.

Feb. 11-20 sales were up 1.02 percent, 218,840 compared with 216,636 for the period a year ago. Three of the five domestic makers reported sales increases, while Ford and Chrysler continued below their 1979 levels. The 1.02-percent climb looked especially encouraging following a 31.16-percent drop Feb. 1-10.

On a daily rate basis, however, sales were down 10.21 percent. With nine days this year the rate was 24,316, compared with an average 27,080 for the eight days in 1979.

GM reported sales of 137,517, up 9.19 percent from 125,945. Non-rebate small-car makers VWoA and AMC also had sales increases. VWoA Rabbit sales jumped 34.99 percent, to 5,401 from 4,001. Estimated sales of AMC passenger cars were 4,500, up 60.71 percent from 2,800.

Ford Motor Co. reported a sales decline of 12.64 percent, to 52,955 from 60,614. Chrysler Corp. suffered a 20.66-percent drop, going to 18,467 from 23,276.

In share of the market, GM gained more than four percentage points, going to 62.84 percent from 58.14 percent. Ford dropped to 24.20 percent from 27.98 percent. Chrysler earned 8.44 percent, its lowest share so far this year and down from 10.74 percent in 1979. VWoA sales accounted for 2.46 percent, up from 1.84 percent, and AMC climbed to 2.06 percent from 1.30 percent.

Five of the 13 domestic makes enjoyed sales increases during the mid-February period. Along with AMC and VWoA were Buick, Chevrolet and Oldsmobile. Buick sales were up 38.77 percent to 22,885 from 16,491. Chevrolet sales increased by 11.81 percent, to 64,888 from 58,032. Oldsmobile recorded a 21.55-percent improvement, to 23,820 from 19,597.

Big-car makers Cadillac and Lincoln reported the greatest declines. Lincoln sales plunged 63.13 percent and, coupled with Mercury's 15.27-percent drop, the division fell far below (26.23 percent) its record sales of a year ago. Cadillac, too, was competing against a year-ago record; its sales dropped 29.26 percent to 6,769 from 9,569 in 1979.

The Lincoln-Mercury decline pulled Ford Division's relatively minor 6.15-percent drop down to the corporate's 12.64-percent overall decline. At Chrysler Corp., Plymouth was down 23.06 percent, Chrysler was off 24.35 percent and Dodge dropped 16.13 percent during the mid-February period.

Four of the five top-seiling nameplates were members of the Chevrolet family. Subcompact Chevrolet Chevette was No. 1, with sales of 14,491, followed by standard Chevrolet (Caprice and Impala) at 14,350, Chevrolet Citation at 12,779, Ford Fairmont at 12,161 and Chevrolet Malibu at 8,633. A year ago the top five were: standard Chevrolet, Chevrolet Malibu, Chevrolet Chevette, Ford Fairmont and Oldsmobile Cutlass Supreme.

Year-to-date sales through Feb. 20 totaled 953,426, down 11.27 percent from 1,014,550 for the comparable 1979 period.

DOMESTIC SALES

	Feb. 11-20, 1980	Feb. 11-20, 1979
AMERICAN MOTORS	4,500†	2,800†
Chrysler	3,831	5,064
Plymouth	7,082	9,295
Dodge	7,554	9,007
CHRYSLER CORP.	18,467	23,276
Ford	38,515	41,040
Mercury	12,787	15,091
Lincoln	1,653	4,483
FORD MOTOR	52,955	60,614
Buick	22,885	16,491
Cadillac	6,769	9,569
Chevrolet	64,888	58,032
Oldsmobile	23,820	19,597
Pontiac	19,155	22,265
GENERAL MOTORS	137,517	125,945
VOLKSWAGEN	5,401	4,001
INDUSTRY TOTAL	218,840	216,636

†—Estimated.

factories list auction dates

American Motors

March 4—Colorado Auto Auction, Denver.

March 5—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 7 — Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 11 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 12—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 13 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

March 18 — Colorado Auto Auction, Denver.

March 19—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Southern Auto Sales, S. Main St., Warehouse Point, Ia.

March 21—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 3—Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 271 N. Beck St., Baton Rouge, La.

March 4—Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 5—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.

March 6—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 7—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 10 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 11 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 12—St. Pete Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane N., Minneapolis.

March 13—Auto City, 440 McClellan Hwy., East Boston, Mass; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 14—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 17 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

March 18 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; D-A Auto Auction, Waltz Mill Rd., New Stanton, Pa.; Arena Auto Auction, 10355 S. Woodlawn, Chicago; Chrysler Leasing Corp. Used Vehicle Marshaling and Auction Center, 3500 W. MacArthur Blvd., Santa Ana, Calif.

March 19—St. Pete Auto Auction, 14950 Roosevelt Rd., Clearwater, Fla.; South Seattle Auto Auction, 19443 76th Ave., Kent, Wash.

March 20—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Big H Recon Center, 918 Asbury, Houston.

March 21—Chrysler Corp. Detroit Marshaling Center, 6501 Lynch Rd., Detroit; Meyer & Sons, 6464 Downing St., Denver.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Chrysler sales are limited to Chrysler Corp. dealers.

Ford Motor Co.

March 5 — Clanton's Auto Auction, Hwy. 34 W., Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Salt Lake Auto Auction, 460 Orange St., Salt Lake City; South Seattle Auto Auction, 19443 76th Ave. S., Kent, Wash.

March 6—Minneapolis Northstar Auto Auction, 7701 Hwy. 101, Shakopee, Minn.

March 11 — Arena Auto Auction, 10355 S. Woodlawn Ave., Chicago; Harrisonburg Auto Auction, I-81, Harrisonburg, Va.

March 12 — Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

March 13—Big H Auto Auction, 701 N. Shepherd Dr., Houston; 166 Auto Auction, 1944 W. Sunshine, Springfield, Mo.

March 18—Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

March 19 — Dallas Auto Auction, 4226 E. Main, Dallas; Lakeland Auto Auction, I-4 at Hwy. 33, Lakeland, Fla.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 20 — Skyline Auto Exchange, 100 Rte. 46, Fairfield, N. J.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Model breakdown
Auction averages

	February to Date	Jan.	Dec.
1980	$6,313	$6,187	
1979	5,151	5,414	$5,608
1978	3,755	3,591	3,741
1977	2,790	2,730	3,043
1976	2,214	2,233	2,297
1975	1,836	1,902	1,828
1974	1,392	1,456	1,409
1973	1,127	1,138	1,120
Overall Average	$3,207	$3,175	$3,262

Used car sales
Auction averages

February	$3,207
Month ago	$3,175
Year ago	$3,465

Makers slate 682,514 cars, down 23 pct.

March schedule is far below '79

By Michele Raquepau
Staff Writer

Scheduled U. S. auto production of 682,514 for March is a decline of 23.73 percent from the 894,900 assembled in March of 1979.

The March forecast is the lowest for this month since the 490,476 cars built in 1975, though production increases are scheduled by the three smallest companies.

American Motors has 19,000 planned for March, an increase of 74.57 percent over the 10,884 it built last March. Volkswagen of America has scheduled 21,094, a rise of 22.91 percent over the 17,162 assembled in March, 1979. And Checker Motors, with 420 scheduled, will increase production 21.39 percent over the 346 built last March.

Chrysler Corp. has scheduled production of 59,000, a drop of 33.21 percent from 88,331 built last year in March. Ford Motor Co. plans 169,000, a decline of 26.25 percent from the 229,166 of March, 1979. General Motors has slated 414,000 units, a drop of 24.59 percent from 549,011 assembled last March.

Auto production last week of 151,474 dropped 7.11 percent from the 163,060 assembled the previous week and fell 20.02 percent from the 189,394 built in the comparable year-ago week.

Year-to-date production of 1,155,681 is a decline of 28.55 percent from the 1,617,377 built by this date in 1979.

All AMC plants are working regular schedules this week.

Chrysler's St. Louis (LeBaron, Diplomat, Caravelle, Volare, Aspen) and Lynch Rd. (Newport, New Yorker, St. Regis, Gran Fury) points will be down this week.

The GMAD Lordstown van line is closed this week for the second successive week, temporarily idling 1,306 workers.

VWoA will be working eight hours of overtime this week.

Truck production for March slated to drop 47 pct.

Scheduled truck production in March by U. S. makers of 190,275 is 47.60 percent below the 363,121 assembled in March, 1979.

Production forecasts by every maker are down, and the March figure is the lowest for the month since the 150,668 trucks built in 1975.

Chrysler Corp. has scheduled 11,000 units, a drop of 74.99 percent from the 43,977 assembled last March. Ford Motor Co. has 78,000 planned, a decline of 38.69 percent from 127,227 in 1979. General Motors has scheduled 82,000 for the month, down 44.66 percent from the 148,169 of March, 1979.

The 750 scheduled by AM General, a drop of 62.72 percent from the 2,012 of last March, can be attributed to the fulfillment of a postal vehicle contract.

Mack has 2,600 planned, a decline of 29.39 percent from 3,682 last March. White has scheduled 565 compared with 1,126 in March, 1979.

Production scheduled by Jeep is 12,000 for March, a decline of 36.65 percent from 18,943 last year. And miscellaneous trucks with 3,360 are slated to fall 12.95 percent from 3,860 in 1979.

International Harvester has been on strike since Nov. 1, 1979.

Volkswagen of America's scheduled truck production of 3,014 can't be compared with year-ago figures as VWoA trucks weren't built in the U. S. until the last quarter of 1979.

Last week's production of 48,978 rose 12.82 percent over the previous week's figure of 43,414, but fell 40.24 percent from the 81,957 of the comparable 1979 week.

The Jeep Toledo plant is closed this week.

VWoA is working eight hours of overtime this week. The schedule calls for one hour of overtime Monday through Thursday.

All other U. S. truck makers are working regular schedules this week.

Canada slates 96,915 for March, 4 pct. below 1979

Canadian car production scheduled for March of 96,915 is a drop of 4.52 percent from the 101,499 produced in March of 1979.

Chrysler Corp. is planning 18,000 units for the month, an increase of 35.99 percent over last year's 13,236. Volvo, has 945 scheduled, an increase of 19.32 percent over the 792 built in March, 1979.

Ford Motor Co. has 27,426 planned, a drop of 7.52 percent from the 29,655 assembled last March. General Motors is planning to build 50,544, down 12.58 percent from the 57,816 of March, 1979.

Last week's production of 19,273 was up 9.82 percent over the previous week's 17,549, but down 5.32 percent from the year-ago figure of 20,356.

Year-to-date output of 137,329 is down 33.40 percent from the 206,193 of the comparable 1979 period.

Truck production scheduled for March of 55,485 is a decline of 24.09 percent from the 73,090 of March, 1979.

Last week, 12,324 trucks were assembled in Canada, up 17.43 percent from the 10,495 built the previous week, but down 26.73 percent from the comparable 1979 week figure of 16,821.

All Ford and GM plants in Canada are working regular schedules this week. GM still has 1,240 workers on indefinite layoff.

Chrysler's Windsor car assembly plant and the Pillette Rd. truck plant are scheduled to reopen March 10. The two points were originally scheduled to resume work today (March 3).

U. S. CAR PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
AMERICAN MOTORS	4,760*	4,000*	4,760*	20,636*	15,376*	36,526*
Gremlin						
Eagle						
Concord						
'78 AMX						
Pacer						
Matador						
Spirit						
CHRYSLER CORP.	16,010	19,810	12,060	61,266	163,111	105,846
Plymouth Total	7,070	8,134	5,470	28,238	63,655	48,043
Horizon	3,100	3,388	3,314	14,031	31,720	27,475
Volare	3,100	4,746	948	10,643	30,930	15,301
'80 Gran Fury	800		1,128	3,161		4,561
Caravelle	70		80	403	1,005	706
Chrysler Total	2,150	4,137	1,929	7,774	35,320	13,635
Chrysler	150	3,591	113	653	18,677	3,071
LeBaron	2,000	546	1,816	7,121	16,643	10,564
Dodge Total	6,790	7,539	4,661	25,254	64,136	44,168
Omni	2,900	3,261	2,806	12,777	25,155	25,036
St. Regis	600	464	397	1,721	8,402	3,162
Diplomat	940	246	733	3,104	9,075	4,521
Aspen	2,350	2,568	725	7,652	21,504	11,449
FORD MOTOR	30,420	44,826	41,161	121,368	439,806	198,445
Ford Division	21,873	28,693	28,114	85,487	277,416	142,407
Pinto		4,318	2,936	6,130	30,565	8,392
Mustang II/Mustang	5,701	7,554	5,269	22,688	70,210	36,613
Fairmont	6,459		6,525	25,464	26,849	38,836
Granada		2,531	3,165	4,701	27,678	12,560
LTD II		966			8,515	
Thunderbird	6,033	7,024	6,559	17,264	58,844	29,012
Ford	3,680	5,300	3,660	9,240	54,755	16,994
L-M Division	8,547	16,133	13,047	35,881	162,390	56,038
Mercury Total	6,211	11,358	11,622	32,070	122,395	48,661
Bobcat		1,110	1,064	1,870	8,253	2,044
Capri	1,984	1,898	2,499	8,363	18,806	12,018
Zephyr	2,181		2,115	7,549	9,630	12,054
Monarch		1,506	1,426	1,760	15,333	4,017
Cougar/XR7	2,046	3,474	1,933	4,789	39,469	9,238
Mercury		3,279	2,585	7,739	30,904	9,290
Lincoln Total	2,336	4,775	1,425	3,811	39,995	7,377
Lincoln	942	2,288	467	1,409	19,301	2,657
Versailles		615	209	259	4,882	703
Mark VI	1,394	1,872	749	2,143	15,812	4,017
GENERAL MOTORS	95,375	115,013	99,436	427,238	951,646	787,271
Buick Division	18,266	17,701	18,359	79,327	139,893	146,685
Skyhawk		582			4,266	
Skylark/'79-'80	4,166	1,154	4,866	19,900	4,318	40,674
Century	3,750	1,117	3,595	15,735	9,578	27,317
Regal	5,170	6,146	4,832	21,167	48,221	35,657
Buick	3,990	7,110	3,853	17,155	60,957	32,255
Riviera	1,190	1,592	1,213	5,370	12,553	10,782
Cadillac Division	3,005	9,181	7,368	27,871	80,792	52,786
Seville	1,105	1,035	1,106	4,964	11,258	9,904
Cadillac	360	6,028	4,703	16,102	52,797	30,883
Eldorado	1,540	2,118	1,559	6,805	16,737	11,999
Chevrolet Division	41,962	47,867	41,655	178,150	398,927	331,740
Chevette	9,597	5,796	9,697	43,095	54,465	80,783
Monza	3,060	2,942	3,068	13,321	31,132	25,852
Camaro	3,270	5,770	2,915	13,009	55,066	23,762
Nova/Citation	9,975	3,672	9,731	42,060	12,052	81,749
Malibu	6,375	9,131	6,287	26,702	74,532	44,170
Monte Carlo	2,765	7,272	2,864	14,122	59,144	25,159
Chevrolet	6,120	12,306	6,131	22,253	103,980	41,823
Corvette	800	978	962	4,088	8,556	8,442
Oldsmobile Division	16,796	23,561	16,902	75,154	192,252	140,301
Starfire		412			3,733	
Omega/'79-'80	2,346	527	2,418	11,295	2,186	20,994
Cutlass	6,670	10,722	6,553	29,174	88,580	58,410
Oldsmobile	6,690	10,569	6,835	29,703	84,953	51,569
Toronado	1,090	1,331	1,096	4,982	12,800	9,328
Pontiac Division	15,346	16,703	15,152	66,736	139,782	115,759
Acadian†	325	526	323	1,616	3,469	2,840
Sunbird	3,340	2,085	3,413	14,785	17,989	27,965
Phoenix/'79-'80	2,761	916	2,764	12,008	1,427	23,102
Firebird	2,490	4,269	2,078	9,599	41,267	17,583
LeMans	1,635	2,317	1,665	7,205	19,302	11,138
Grand Prix	2,075	2,214	2,126	9,274	19,096	14,421
Pontiac	2,720	4,376	2,783	12,249	37,232	18,710
VOLKSWAGEN	4,809	3,225	5,553	22,235	23,003	26,998
CHECKER	100*	87	90	381	845	595
Total Cars, U. S.	151,474	189,394	163,060	653,124	1,617,377	1,155,681

TRUCK PRODUCTION IN U. S.†

	Week Ended March 1, 1980	Same Week 1979	Week Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHEVROLET	15,166	26,199	16,029	67,130	220,717	126,436
DODGE/PLYMOUTH	4,300	11,410	1,266	10,762	104,471	23,267
FORD	20,446	27,780	17,079	63,799	241,236	116,436
GMC	3,744	7,490	3,733	16,229	62,265	30,846
INTERNATIONAL		2,964			26,091	
MACK	620	859	553	2,717	6,645	5,162
WHITE	165	355	185	828	2,963	1,603
JEEP	2,620*	3,500*	2,524*	11,202*	31,140*	20,448*
AM CORP.	430*	500*	446*	1,946*	3,538*	2,792*
VOLKSWAGEN	687		799	3,026		3,740
MISCELLANEOUS	800*	900	800	3,520	8,100	6,960
Total Trucks, U. S.	48,978	81,957	43,414	181,159	707,166	337,690

CANADIAN TRUCK PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHRYSLER CORP.		2,223		2,148	18,250	3,097
FORD MOTOR	4,904	5,784	3,223	17,311	47,909	31,824
GENERAL MOTORS	5,950	6,751	6,085	24,448	55,247	47,393
AMERICAN MOTORS	880	1,448	780	2,179	11,941	4,935
INTERNATIONAL	465	449	308	1,363	3,751	1,970
MACK	60	82	54	260	654	510
WHITE	65	84	65	286	732	525
Total Trucks, Canada	12,324	16,821	10,495	47,995	138,484	90,254
N. American Trucks	61,302	96,345	53,909	229,154	822,060	427,944

Jeep includes commercial vehicles only. AM General includes government-destined vehicles.
**—Revised †—Now includes van production.

CANADIAN CAR PRODUCTION

	Week Ended March 1, 1980	Same Week 1979	Week Ended Feb. 23, 1980	Feb. Estimate	Jan. 1, to March 2, 1979	Jan. 1, to March 1, 1980
CHRYSLER CORP.			1	1,296	34,346	10,757
FORD MOTOR	6,792	7,468	5,059	20,877	59,329	29,042
GENERAL MOTORS	12,256	12,708	12,264	51,762	110,934	95,595
VOLVO	225	180	225	990	1,584	1,935
Total Cars, Canada	19,273	20,356	17,549	74,925	206,193	137,329
N. American Cars	170,747	209,750	180,609	728,049	1,823,570	1,293,010
N. American Trucks	61,302	96,345	53,909	229,154	822,060	427,944
North American Cars and Trucks	232,049	306,095	234,518	957,203	2,645,630	1,720,954

†—All Acadians are built for sale in Canada. *—Estimated.

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Detroit, March 10, 1980

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GM to cut back to two wagons for '83 season

By Paul Lienert
Contributing Editor

DETROIT. — General Motors reportedly has told its leasing customers that by 1983 they will have a choice of only two station wagons: A small front-drive wagon with Chevy and Pontiac nameplates that's being developed under the subcompact J-car program, or a full-size B-body wagon.

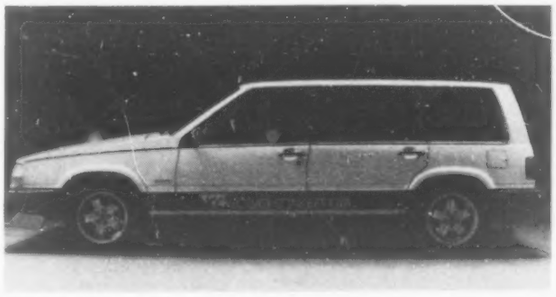
GM apparently plans to drop its intermediate wagon when it redesigns the regular A-body cars in mid-1982. The B-body wagon, meanwhile, will be downsized and will switch to front-wheel drive in mid-1983 along with the rest of GM's regular standards.

Ford Motor Co. is taking a different approach in station wagons. It will introduce a small four-door wagon in the new front-drive Escort and Lynx subcompact lines this fall.

But when it downsizes Fairmont and Zephyr in mid-1982 and installs front-drive on those car lines, Ford plans to put a Granada badge on its compact wagon, which sources indicate will remain rear-drive.

Chrysler Corp., in yet another move, plans to introduce a four-door wagon as part of its front-drive K-car compact lines this fall. Plymouth and Dodge versions will be available. The company may drop the intermediate LeBaron and Diplomat wagons when those models are redesigned in 1983-84.

Ideas from Volvo



Engineering showcase

Volvo's Concept Car for the '80s features a retractable front spoiler, passive belts, TV screen, micro-computer and either a gas (liquified petroleum gas) or diesel-powered turbocharged engine. The Concept Car is an engineering state-of-the-art model, not intended for production.

Nurse's testimony the final surprise in Pinto fire trial

By Roger Rowand
Engineering Editor

WINAMAC, Ind. — The Ford Pinto trial moved to a close spurred by a surprise Ford witness and whipped by a heavy measure of scientific evidence.

Mrs. Nancy Fogo, 39, was the surprise witness. On the night of the accident in which three teen girls died, she was on duty as a supervisor in Elkhart General Hospital. She said she was called to the emergency department and told that a critical patient required transfer to the Burn Center at Fort Wayne.

"In preparation for any transfer, I always make a personal assessment of the patient so I can tell nurses who will accompany her about her condition," she said.

"I proceeded down the corridor to Treatment Room 5. As I approached the room I spoke to staff members. Judy (Judy Ulrich, driver of the Pinto) apparently heard my voice. I think she thought I was one of the other persons in the accident.

"I moved into the room so Judy could see me and know I was a nurse. I said it was a bad situation out there on Route 33 and she said 'yes.'

• "I understand you stopped out there on 33. Did you have car trouble? She said 'yes' and said something about a gas cap. I asked her if she saw the vehicle coming. She said 'Yes, I thought it would stop.'"

Prosecutor Michael Cosentino questioned Mrs. Fogo about Judy's seeing her. "Did you know her eyes were inverted? Did you know her lips were burned off, that her ears were burned off, that her throat was burned, that she had had Demerol?"

Mrs. Fogo, in demonstrating how clearly Judy spoke, said she gave three telephone numbers to be called in efforts to reach her family. The nurse said all the numbers were good.

Cosentino asked Mrs. Fogo to

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Auto executives at Geneva criticize trade imbalance

Europeans snipe at Japanese, too

By Robert W. Irvin
Editor-at-Large

GENEVA.—The Japanese auto industry, already under fire by American auto executives complaining about unfair competition, ran into more protectionist sentiment last week from European auto executives.

The Japanese were criticized for their success in the European market by several speakers during a two-day industry conference in Geneva.

In an interview last December, General Motors Chairman Thomas A. Murphy had warned that the Japanese were courting trouble by their aggressive sales in Europe and said they might be forced out by protectionist-minded Europeans.

This was exactly the kind of talk heard at the conference here, which was sponsored by The Financial Times of London and Booz Allen & Hamilton, New York-based management consulting firm.

There was no response from the Japanese. Masataka Okuma, executive vice president of Nissan Motor Co. Ltd., who was scheduled to speak on How Japan Views the Market, canceled at the last minute, according to conference officials.

• The leadoff speaker, F. Perrin-Pelletier, chairman of Talbot Motors, the former Chrysler-Simca operation acquired by Peugeot-Citroen, warned Japanese manufacturers that Americans and Europeans will not be prepared to accept for very long the imbalance of automotive trade.

"Japan exports 100 times more cars than it imports," he said. "We recognize the competitiveness of Japanese industry, but we cannot tolerate a situation in which a devaluation of the yen of almost 30 percent strengthens even further the commercial aggression of these firms, and allows them to gain strong market penetration.

"Neither can we tolerate the fact that their domestic market is protected by the twin barriers of niggling legal requirements, which make it very difficult to adapt imported vehicles to comply, and the near impossibility for foreign manufacturers to establish a local sales network.

"Too many jobs are at stake. If the export imbalance is not restored, and particularly if the yen is not rapidly revalued to an acceptable level, other governments will be forced to take steps to redress the balance," Perrin-Pelletier said.

(However, the same day he spoke the Japanese government announced it was taking action to prop up the yen with the help of the central banks in the United States, West Germany and Switzerland).

(The reason for competitors' concern is that as the yen drops in value in relation to Western currencies, Japanese cars can also drop in price, making them even more competitive with European and American cars).

• The Japanese are exporting about 700,000 cars a year to Europe, compared with 1.7 million to America. They are not a major problem in France and Italy, which have limited them by regulation, but they are approaching 8 percent of the German market and are voluntarily limited to about 11 percent of the British market.

Perrin-Pelletier said, "The Japanese are clearly trying to increase their market share, but we don't fear their competition

Continued on Page 37, Col. 1

breaking news

Chevy ponders new nameplates

DETROIT. — Chevrolet is considering reviving the Corsa name for its version of the J-car, the new front-drive subcompact it will introduce a year from now to replace the Monza. Sources also say Chevy may drop the Malibu name when it redesigns its mid-size A-body in mid-1982. The new front-drive intermediate may be called Commodore, a name lifted from one of Opel's former top-of-the-line models in Germany.

Chrysler to close engine plant; V-6 due?

WINDSOR, Ont.—Chrysler Corp. is closing its engine plant here at the end of the 1980 model year. A Chrysler spokesman said the plant, which builds 360-CID V-8 engines, could reopen in mid-1983 to build V-6s.

Chrysler's guarantees program has few returns

DETROIT. — Chrysler's "moneyback guarantee" program has resulted in less than 0.1 percent of vehicles coming back —about 88 out of 55,000 sold. Only 13 of the 88 represent refunds actually processed. The balance are in a state of resolution with some customers turning cars in for larger models.

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Sbarro Windhawk

Six-wheel-drive wonder

The six-wheel-drive Windhawk, by Franco Sbarro, Grandson, Switzerland, is based on the Mercedes-Benz 4WD Gelaendewagen. Sbarro lengthened the chassis with supplementary rear axle, added a 4.5-liter Mercedes V-8 engine and a ZF five-speed transmission. Priced from $100,000, Windhawk features a 92.5-gallon fuel tank plus a 40-gallon water tank.

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Imports seize 27 pct. of February market

By Jenny King
Staff Writer

Claiming 27.09 percent of the total market in February, record import sales pushed the month's combined new-car sales total to within 4 percent of year-ago levels in spite of a 12.51 percent drop for the U. S. car makers.

February new-car sales totaled 810,905, down 3.58 percent from 840,999 a year earlier. Year-to-date sales for the first two months were 1,616,863, down 1.29 percent from 1,637,991 last year.

Domestic new-car sales totaled 591,257, compared with 675,762 in February last year.

The Japanese auto makers seem determined to head off a sales recession in this country. The largest of them, Toyota, outsold Chrysler Corp. in February, as it had the preceding month. Combined Japanese imports outsold Ford Motor Co.

The imports posted their 13th consecutive monthly sales record in February. Their total of 219,648 sales was up 32.93 percent from the former February record of 165,237 set last year.

Tables on Page 38.

In fact, the Japanese nameplates alone topped the former February mark with a total of 176,588 sales.

• Toyota almost doubled its February sales from a year earlier, with 59,617 deliveries, compared with 30,474 for that month last year. The total was the biggest for any month in Toyota's history and threatened the any-month record for any import of 61,940 set by Volkswagen in October, 1969.

February records were also set by Datsun, Honda, Mazda, Subaru, BMW and Mercedes-Benz.

For the first two months of 1980, import sales totaled 437,867, up 37.85 percent from last year's record pace of 317,639.

Import penetration of the U.S. market in February was 27.09 percent, highest for any month in history, topping the 27.02 percent share notched in January.

General Motors spearheaded the domestic sales drive; of the Big Three, GM came closest to its year-ago sales level and again earned more than 60 percent of the domestic market. Small-car specialists American Motors and Volkswagen of America recorded the only domestic sales gains, while Chrysler Corp. and Ford Motor Co. continued about 25 percent behind their year-ago sales levels.

GM sales in February totaled

Continued on Page 38, Col. 3

Where auto market was in February

	Total Sales	Pct. of Total
SUBCOMPACT	124,345	15.33
COMPACT	168,029	20.72
INTERMEDIATE	162,725	20.07
STANDARD	101,064	12.46
LUXURY	35,094	4.33
IMPORT	219,648	27.09
TOTAL	810,905	100.00

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